



**Application
Student Project
University of Delaware**

There are several classes in the Alfred Lerner College of Business and Economics where the class includes a project done with an actual local business. This gives the students a “real world” application of the class subject. This is done primarily through hands-on experience working with an actual small business. It also provides an opportunity for the small business owner to have outside input or work done by the college students, with the only cost being their time and commitment to the project.

The students form groups and are assigned to work on a project with their small business. The project will be overseen by a the class professor and/or a staff member of the Delaware Small Business Development Center and each student will be required to sign a confidentiality statement, acknowledging all information gained regarding the business is not to be discussed outside of class or their small group. Because we have no control over the number students who sign up for the class, the number of projects needed each semester varies. The project can take a variety of forms but must meet the following criteria:

- Specific and definable. The business owner should be able to state clearly and concisely exactly what they need from the students.
- The students, to the extent possible, will determine how the project will affect the finances of the business. (I.e., if it is an advertising/marketing plan, the cost of each activity should be determined, as well as the expected impact on the business.
- The project needs to be able to be completed within the semester time frame.
- The project should involve either marketing, finance, operational, or management issues.
- The students are not to be used as non-paid employees doing day-to-day work.

Business Owner Requirements:

- The business owner, or appropriate designee, **MUST** be available during class time to meet with the students at least 7 times during the semester. The meetings will be held during the class during the business day.
- Complete a SBDC Client Information Form, if needed.
- Understand these are college students who can provide assistance, but will also be learning from the business owner.
- Be willing to freely share the struggles of the business, the financial information (as needed) and all the information necessary to complete the project.

If you are interested in participating please complete the form below and email it to Margo Reign at mreign@udel.edu

Name of Business:

Business Owner/Contact:

Address:

Telephone:

Email:

Website URL:

Are you an existing SBDC client? (not required) Yes No

Are you currently in business? Yes No What year did you open?

Please provide a brief description of your business:

Describe the student project you are requesting: